

## Message Text

UNCLASSIFIED

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ACTION EB-08

INFO OCT-01 EA-09 ISO-00 USIA-15 /033 W  
-----090617Z 079312 /23-11

R 080711Z MAR 77

FM AMCONSUL MELBOURNE

TO USDOC WASHDC

INFO SECSTATE WASHDC 3820

AMEMBASSY CANBERRA

AMEMBASSY TOKYO

AMCONSUL SYDNEY

UNCLAS MELBOURNE 506

USDOC FOR USTS-TOLSON; TOKYO FOR USTS

E O 11652 N A

TAGS BEXP, AS

SUBJ: MELBOURNE-VISIT USA-ORIENTATION: SMOKEY THE  
BEAR PARTICIPATION

REF USDOC 3576 MELBOURNE 475

1. SMOKEY ARRIVED MELBOURNE SAFE AND SOUND THURSDAY MARCH 3 VIA PANAM 811.

2. FULL SCALE PRESS CONFERENCE HELD FRIDAY MARCH 4, 1977 AT MELBOURNE AIRPORT WITH REENACTMENT OF SMOKEY'S MELBOURNE ARRIVAL FROM PANAM JUMBO 747. EVENT COVERED BY TWO TV CHANNELS AND MELBOURNE AFTERNOON PRESS. SMOKEY WAS PRESENTED TO MEDIA BY CHAIRMAN OF VICTORIAN FOREST COMMISSION (VFC) AND POST ECONOFF IN MELBOURNE INTERNATIONAL AIRPORT VIP LOUNGE. SMOKEY SPENT ONE AND ONE HALF HOURS WITH TV CAMERA CREWS AND PRESS PHOTOGRAPHERS IN VIP LOUNGE, ON PANAM 747, ON AIRPORT TARMAC AND OTHER AIRPORT LOCATIONS. HE WAS INSTANTLY RECOGNIZED BY SEVERAL SMALL AUSTRALIAN CHILDREN.

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3. DESPITE OTHER NEWS EVENTS SUCH AS THE IMMINENT ARRIVAL IN MELBOURNE OF THE SWEDISH ABBA POP GROUP, FLOODS IN SYDNEY, QUEEN'S FORTHCOMING JUBILEE VISIT TO AUSTRALIA, AND OFFICIAL OPENING OF THE MOOMBA FESTIVAL (WITH DISNEYLAND'S MICKEY MOUSE AS THIS YEAR'S FESTIVAL KING), SMOKEY RECEIVED TWO MINUTES AND ONE MINUTE AIR TIME RESPECTIVELY ON THE MAIN SIX AND SEVEN PM NEWS TELECASTS.

4. VFC IS TO BE CONGRATULATED ON THEIR EXPERT HANDLING OF SMOKEY, NEVER FOR ONE MOMENT NEGELECTING SMOKEY'S MESSAGE: SMOKEY IS HERE TO HELP PREVENT FOREST WILDFIRES.

FYI: WHILE BUSHFIRE IS MOST POPULAR AUSTRALIAN TERM FOR RURAL AREA WILDFIRES IN GENERAL---AND IT IS MOST COMMON AND MOST DREADED TYPE OF FIRE IN THIS COUNTRY---VFC PREFERS USE OF "FOREST WILDFIRE" TO MAKE CLEAR TO PUBLIC ITS ROLE IN FOREST CONSERVATION AND DANGER OF UNCONTROLLED FIRES AS THREAT TO FOREST RESOURCES. VFC'S PUBLIC EDUCATION PROGRAM IS AIMED AT FOREST WILDFIRE PREVENTION.

5. POST EXTREMELY GRATEUL TO PANAM FOR EXCELLENT COOPERATION AND ASSISTANCE BY PROVING 747 AIRCRAFT AND PANAM HOSTESSES FOR MEDIA COVERAGE.

6. POST SENDING SMOKEY AUSTRALIAN ITINERARY SEPARATE CABLE. BRAND

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## Message Attributes

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**Review Markings:**  
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22 May 2009  
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